



ANGELICA ORTIZ

Creative Direction / Experiential / Creative Technology

Leveraging creativity, strategy, and immersion to create memorable experiences



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SKILLS

Concepting

Experiential Design

Creative Direction

Pitching

Generative AI

Strategy

3D Modeling

Mentoring

Thought Leadership

Vendor Management

TOOLS

Photoshop

Illustrator

Sketchup

Twinmotion

Sketch / Figma

Unity / Unreal

Blender

Stable Diffusion

AWARDS

Bronze Clio '22, Havas

Silver Interactive '22,
Media.Monks

EXPERIENCE

Sr. Creative & Technologist, Media.Monks

2022 - now

Creative & Technologist, Media.Monks

2021 - 2022

- Lead ideation sessions, new business pitches, and workshops in response to client briefs, RFPs and RFIs — coming up with innovative solutions that keep with the project's goals, timings and budget for Fortune 500 B2C and B2B clients in technology, fashion, government, automotive, and entertainment
- Lead and collaborate with international teams on 4 continents, ranging from 5 to 25 team members and across departments including creative, tech, production, and account
- Mentor junior talent to ensure both creative excellence and learning opportunities

Creative & Technologist, Havas Mango

2020-2021

- Championed conceptual thinking, strategy, feasibility, and rapid prototyping for clients, new business pitches, and internal projects
- Led innovation initiatives through experimentation and implementation of interactive 3D environments, virtual reality, augmented reality, and voice interfaces

Experience Designer (Conceptual Creative), 900lbs

2019

- Brainstormed, researched, designed, and pitched multi-sensory experiential activations for client briefing centers, tradeshow, experiential retail, and theme park-like destinations for Fortune 500 clients in entertainment, real estate, CPG, and tech
- Collaborated with architects, fabrication studios, and hardware vendors to ensure conceptual consistency during plan, design, and development phase

Freelance Experience Designer (Creative Technology)

2017-2018

- Concepted alongside creative, strategy, and production teams to identify opportunities to use emerging technology for current and prospective clients
- Led a team in creating an immersive experience story and won unanimous buy-in from 15+ stakeholders across 5 different departments
- Prototyped ideas leveraging VR, AR, chatbots, microcontrollers, and voice interfaces for clients in healthcare, lifestyle, manufacturing, CPG, and wellness

EDUCATION

VCU Brandcenter

M.S. Business: Advertising and Experience Design

University of North Carolina at Chapel Hill

B.A. Media & Journalism (Advertising)

Second Major: Communications (Media Production); Minor: History